



Wake Up Eager Workforce Podcast, Episode 89
You Deserve a Great Career
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Transcript

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Suzie Price 00:00

Today we're talking about why people deserve to have a great career and why sometimes, we can get stuck in careers that no longer feel great. I'm speaking today with Tina Asher who is a career coach. And I asked her about why we sometimes get stuck and stay at work. That doesn't work for us anymore. Here's what she shared. I think it's fear. I think we're sometimes not confident enough to know that we can pivot in our life and make a choice. You know, we all have dreams and aspirations in our lives. And we start out in that young phase where we're fearless. We go through our school and education and we feel like we can conquer the world. So we have this high motivation to do that. And then over time, life kicks in, we start building responsibility and family and getting better in our career and homes and all of that responsibility, our dreams tend to diminish a bit. And sometimes a mentor or coach can help us rediscover who we are and what we want by looking at ourselves at a deeper level so that we have this renewed face. Some people might call it a midlife crisis, but it's where we've looked at ourselves at a deeper level to understand where we want to go, what we want to do, and it helps us remember our hopes and dreams. Today, we're talking about having a great career talking with Tina Asher. I can't wait to share it with you, Michael hit it.

Intro 01:16

Welcome to the Wake Up Eager Workforce Podcast, a show designed for leaders, trainers, and consultants who are responsible for employee selection and professional development. Each episode is packed full with insider tips, best practices, expert interviews and inspiration. Please welcome the host who is helping leaders, trainers and consultants everywhere Suzie Price

Suzie Price 01:47

Hi, there, this is Suzie Price. And you are listening to the Wake Up Eager Workforce Podcast where we cover everything related to helping you and the employees and the organizations you work in the high commitment, low drama, wake up eager workforce. Bottom line, we want to help leaders in organizations make good decisions about their people. We want to help leaders put people in the right seats. And then once they're on board, they can do a good job of keeping them motivated and informed by understanding who they are and having great conversations.



And we use a lot of assessment tools to help people better understand strengths and get that match up in regard to positions that they're going to be put in the right people and right seats, how they're managed to do what they need. The assessments are kind of like a handbook on who someone is and how they like to communicate what they're driven by. And so all of that comes together with all the tools that we use in the training that we use to create this wake up eager workforce, and nothing ties greater than that than the idea of helping people have a great career. So I'm excited about the discussion that I have in share with you today with Tina, it's episode number 89. And the title is that everyone deserves a great career. And yes, everyone deserves a great career, if we're going to work, let's make it great. And we are going to work. And we're going to spend a lot of hours and a lot of time and a lot of energy in our life. So let's make it great. I'm really, really passionate about this. And so it has to do with my life and people in my life who struggle to feel eager every day. And it really is an important subject that I have been relentless about in my own life to have a great career. And it really takes some work. And it takes some focus. And it takes some determination because we change and things change, we learn more new things about ourselves. And so I'm just excited to share this episode with you with Tina, what we cover is four main topic areas. And one is the idea that you deserve to have a great career. I went on a little bit of a monologue there about how important it is to me. And I wanted you to have that as well. And we talked about how important it is to have a great career and how we can reduce fear and overcome career stagnation. Career stagnation is just a part of the evolution of organizations, positions change, we change, we've got to pay attention. And you know, building this skill of how to create a great career will serve us all well. And we can help everyone we mentor and coach and in our families have to build this skill as well. The other thing we talk about is career coaching and personal professional growth. It all ties together. I've definitely taken advantage of career coaching in my life over the years. And then a big piece of this puzzle is about understanding where we've evolved to and who we are today. And so one thing that we can do to get clarity on that even without a coach is journaling and then making a list of appreciation to things that are very big in my life. I've been journaling for a very long time and we talk about that today about journaling and it is neat that Tina shares some of her. She has a wonderful journal that she shares freely with you all in this episode. We'll have links to that in the show notes. Speaking of the show notes, how do you find this pricelessprofessional.com/greatcareer, greatcareer one word, lowercase, find the show notes to get the links and access to Tina and anything else. We're talking about looking at other episodes we're doing here, we could be your workforce, go to pricelessprofessional.com/greatcareer.

Suzie Price 05:22

Let me tell you a little bit about Tina. She's a business and Career Coach and Trainer facilitator, her company is building you up consulting, and I love that it's built for you. And you as in capital letter. So it's all about you. And she is all about helping build people up and look for their goodness. She has some different coaching programs, and you'll find them on our website, land your dream job, jumpstart your career, build a better career, a premier Premier Performance and



VIP intensive. So it's neat that she has different kinds of programs, depending on where you are. She is another colleague and friend from the TTI success insights network. And that is really my work colleagues that I see. And when I have career situations come up by or coaching I usually refer them to Tina. She is certified as a disc, behavioral analysts, driving forces analysts, try metrics HD analyst, all things that I'm certified in, and she also has the emotional quotient. So she also does the assessments and makes that a part of her career coaching. Her career is interesting, she spent almost I don't know if it's quite 30 years, but a good many years of her life in the banking mortgage and finance business. She was a regional vice president, Senior Account Manager and Vice President, I think it was mostly in the mortgage business. But we'll go to the episode now. I hope you enjoy it and get lots of benefits from it.

Suzie Price 06:46

Tina, it's so great to have you here today. Thank you for taking time to be on the podcast. There's so many things that I appreciate about you. When we first met, I knew you were a bright light, just by the way you communicated. I know what a professional you are, and how much you care about helping and serving people and the fact that you're always learning. And so it's just an honor to have you here today. And one of the favorite things that you say a lot that I like every time I read it, because I think people need this reminder is that you deserve a great career.

Tina Asher 07:17

Absolutely. Well, first off, thank you so much for having me, Suzie, it's always a pleasure to be in your presence. You just yourself are light, and I appreciate so much about you. Yes, everyone does deserve a great career. There's no reason for us to live and do work that we're miserable in. And that doesn't mean always jumping ship, right? That doesn't mean going from one place to the next because I'm unhappy. It's more around. What are my unique gifts and skill set to make the best of my work in life situations? And so that's what I really try to pull out of folks so that they can be their best in the environment that they're in.

Suzie Price 07:54

Oh, that's great. That's great. People need the reminder. And you know, it does seem like everybody feels like they deserve a great career or that they have a great career. You know, because it's defined individually, but why don't more people have it? Is it because they don't know it? Do they not know their strengths? What do you think it is that you see?

Tina Asher 08:12

I don't know if you saw the Gallup report, which said that there were only 32% of employees that are actively engaged. That's a depressing number Suzie, and there's no reason why people shouldn't be happier in their work. Now, we're also multiple generations in a workplace now. So there's different skill sets, there's different needs, and there's different ones. But regardless of



how old you are, or how long you've been in something, we all have a desire to be heard, valued, respected, and utilize our best talents. And sometimes without the right structure in place and an organization, they're not able to do that. And so people tend to do the quiet quitting, or they tend to jump ship, and then really don't have to, if they just understand themselves better, and then learn how to manage up and then manage down appropriately.

Suzie Price 09:02

Yeah, so that sounds like the work you do is helping people understand who they are. And then what do they want? You know, what do they want in their career? Yeah, that makes sense. And I think people just kind of give up sometimes, or they can't find the answer. They get stuck. What are some of the main reasons people get stuck?

Tina Asher 09:20

I think it's fear. I think they're, they're not confident enough to know that they can pivot in their life and make a choice. You know, we all have dreams and aspirations in our lives. You know, we start out in that young phase where we're fearless. We go through our school and our education and we think we can conquer the world. And so we have this high motivation to do that. And then over time, reality kicks in and we start building on our responsibilities, having a family, getting better in our career and owning homes and all of those things where our dreams tend to diminish a bit. And so they're just hiding, they're out in hiding. They're not, they're not gone. And it's just a matter of us trying to figure out how to get unstuck. And the only way we can do that sometimes is with a mentor, someone close to us or a coach, you know, and helping us rediscover who we are. So that we have this renewed dreaming phase some people call it the midlife crisis or going through that. And we've got to look at ourselves at a deeper level to understand, I still have this in me. And as the responsibilities start to lighten up over the years, and we start moving into different phases of our lives, then we have realigned a new momentum to really focus on our hopes and dreams. So that helps us to get unstuck, but we don't have to wait for that time in our career, right? There's a matter of us really figuring out what we can do today, that makes a little bit of joy happen in our workplace that we enjoy, and then try to do more of that.

Suzie Price 10:52

There's so much about what you just said that I love. One of the things she says, I still have this in me, you know, that mid-career that you remember because you do see that in organizations, when people get to mid to later in their career, their productivity goes down, because they're just less enthused. But the reminder that I still have this in the is a very cool thing. And then just taking it day by day, making every day a good day. So I think Gallup also talks about strengths, and that three out of four adults don't know what their strengths are. And it's probably the same number. I've been quoting that number for a long time. I don't know if the recent research says



anything different. But so you're lined out for people, three of them don't know what their strengths are. Do you find that when you're coaching that people just like they have no clue?

Tina Asher 11:35

Right? Well, when I'm really trying to uncover some things with them, we go through this foundational piece. And we're asking a lot of questions around, you know, what makes you tick, what do you get excited about, and they'll list their strengths and things. But then when we do the assessments that we're so accustomed to sharing more for our sake, then there's been such a benefit on both ends. They're really their eyes are opened, you know, and they're really surprised sometimes and then they start, it starts clicking for them, right. They're like, Oh, this is why this is always irritating me with this person.

Suzie Price 12:07

Yes. Yes. Yes. Yes. It's like things, you know, but somehow, in our education system, and in career seeking, people don't get the guidance to think about what do you what are you good at? What are your strengths? What do you like? And it's not just your, your degree, it's all this other stuff. Right? Yeah. So that's a lot of what you help people with. Yep. Yep.

Tina Asher 12:31

And initially, there's a big discovery phase. And, you know, as you know, some of the higher analyticals, the C's, or the you know, the people that are really perfectionist and want to try and analyze everything, their answers, I have this discovery form where they have to ask pretty many questions. And we're unpeeling the layers of the onion to really discover, you know, what's underneath all of the items that they say they want, but they haven't gotten yet. And the last question always says, What are your takeaways from this exercise, and I always tell them to take a quiet place to take time and not rush through it. And they're always amazed. And it's one of their favorite pieces of all of it, because very few people take the time to sit in a quiet space and reflect and put their thoughts on paper. And it's funny, because I get to see this before my first session with these clients. And I can usually tell by the way their answers are, if they're gonna, they're gonna be up, you know, high s, or.

Suzie Price 13:27

You can read their style, their fear, so yes, yeah. So they fill out this form. And it basically makes me think about how busy we all are. And when, I mean, when you're in college, you're busy, you know, I partied a lot. But I also worked a lot. And then I also studied a lot. I mean, I was on all cylinders at all times. And then what was the reflection time? You know? So you think about that in college? And then you think about that later on? Once you get into a career now you're in the career trying to make it happen. And when do you actually stop and reflect? And I think if people are sitting here listening, and they're thinking, I want to have a great career, I've had a great career, but I don't have it right now. Reflection, and what you helped facilitate is so powerful.



Tina Asher 14:09

Yeah. And it doesn't matter what age or stage they're in. A lot of them will jokingly say, I don't know what I want to be when I grow up. Well, they really do. It's just a matter of like we said, it's hidden, we just have to expose it.

Suzie Price 14:21

Yeah, yeah. And that thing you talked about about fear. I always think that's interesting to why people will stay in jobs that they despise, they get really stuck. Do you see that a lot?

Tina Asher 14:31

Yeah, I was one of them. Quite frankly, I was in a role. I had a great career, had a lot of great successes and met some great, amazing people and I'm very thankful for that. And yet, towards the end, I was finding myself getting really stressed out because I had built this lifestyle that I was afraid I couldn't remove from and I remember journaling and writing you know, I write out my prayer book god I'm stressed, you know, helped me out of this situation. mission. And so because of an acquisition and a layoff, I lost my job after 30 years of devoted to a career, and that was a shake up, right? So not only did I lose it, I was more worried about my team, you know, I handpick these people out of these states making really good salaries, and then having to say goodbye and letting them go. It's hard, right? But my passion now is to help people always have their plan, be ready, and be able to explore and expose how we can make it better, where you're at? What can we do to transform this, maybe it comes down to creating a new job description, you know, and having conversations with your leaders or your executive team to say, this is where I'm really passionate. What can we do to facilitate something like this? Sometimes that works? And sometimes it's literally a career transition, and we just have to move it.

Suzie Price 15:52

Yeah. So it's so interesting to just recently learn about somebody that was in a position for a really long time. And they were really in what were the four stages, you said optimism, what was it, the optimism, reality where you kind of get burned out and then renew your dream, and they were in the worldly reality phase, where they're just feeling all the responsibility. And actually were questioning, you know, the role but didn't want to verbalize it. So their performance went down. And there was some counseling and coaching and to try to help the person and it's a pretty high level position. And then they have just now transitioned out. Now, that was not an outplacement yet, because companies do shrink, but this was actually a we're gonna let you say face. And you're going to be able to say you're, you know, making a choice to leave, but we're really asking you to leave now. And that person was so conflicted, because all along, they kind of wanted to make the choice and never did. So the choice got made for them. And I think that happens a lot. And I have a piece where there's just lay off and people waiting, waiting, you



know, to get service, if you have a layoff or you're going to shrink the workforce, give me a package, you know, and that's okay, too. Everybody's got their choices. But I don't know, it's just so hard that's so much of handing your future, like digging in and putting your head down because you're fearful and letting your future be created by other people.

Tina Asher 17:10

Right. Exactly. And that's, that's really an area that I really try to help people focus on. And not everyone's willing to do it. They're not willing to invest in the work and the resources to do that for themselves. And when it's a high enough priority, they'll take that chance.

Suzie Price 17:29

And usually, I mean, who is it that does it? Is it somebody who had a personal history? I mean, who is it that digs in and in, I'm just curious.

Tina Asher 17:38

It's usually someone that's finally fed up, and they're tired of getting kicked around. And they're usually high achievers, they've already made a big impact in their career. And they know they can do more, but it's not filling the same cup anymore. It's that high achiever that professional executive who really knows, I've done this so well, I'm not being appreciated or valued anymore, I want to make a bigger impact in the world. And I don't really know how to do that. And that's who I tend to see that really, oh, make the change.

Suzie Price 18:09

That's fantastic. That's fantastic. And you need a guide. I mean, I can't think about how many times I mean, I know I have hired career coaches all throughout my career, or for each moment I hire the right person to help me figure out how to get the next thing because that's the other thing. Sometimes if you're a high achiever, you think you got to know it all, you know, like you can't, you know, invite somebody, but if you can find somebody competent, like you, I mean, you're such a pro and you had a big career. And you're making a big career with this consulting and you know, all these skills and you care and you bring your faith to it. I mean, you're the ideal person for people you know, who are high achievers to go to because you're, you're going to honor who they are and help them figure it out.

Tina Asher 18:47

I appreciate that. But I've been blessed. I've been blessed by God and everything else in my life. So I get credit for that.

Suzie Price 18:55



Yeah, yes, yes. So tell me a little bit. I know why having a great career matters to me so much. I mean, like it's like, I almost get emotional thinking about it or talking about it for you. Why does having a great career matter so much?

Tina Asher 19:10

Because it's not like we live our lives working and we usually have to work to pay bills, right? So when we want to do something for the majority of the time during the day, we should really enjoy doing that work. And that fills our cup when we know that we're doing something that's making a difference for someone else. I can't tell you how many times I see someone's confidence go from shattered to excited I had this one executive a while back and she would meet me and she would be of course at home and she's on a yoga ball or something and she was just kind of you know, down in the dumps and and after a few sessions all of a sudden the next time we get on the call she's like bouncing and she's I mean a huge renewed energy and it was just so fun watching her getting laid it and then later on when she got her great new job. She's sitting there in the boardroom, where they're all talking about, well, we're not going to hire this person because their LinkedIn is bubble, blah. And she was laughing, because that was one of the first things we worked on herself. You know, she's like, that really was important. And you know, some of the other things that came out, but it's fun.

Suzie Price 20:16

Oh, you see her transforming right before your eyes, which is beautiful. And so for you what in your life, you mentioned your career, what in your life brought you to this place of wanting to do this work? Just talk a little bit about your journey?

Tina Asher 20:30

Yeah, so when I, when I was laid off, I was assigned a career coach, I was given a really nice severance package and a career coach and all of these things. And this gentleman was fantastic. I liked him. But he kept pointing me into his pigeonholing me into where the money was, what the what the, you know, my skill set was and everything, which normally people would do, so I don't fault him for that. But there were a couple things that I had that I wasn't willing to budge and take off. And I just said, this is authentically who I am. And if this person had, you know, if I'm interviewing with someone, it was just a matter of him not really listening to what my needs were. And I realized, okay, I was fortunate enough to get some really nice job offers and some positions that were recruiting positions for me. And I had a close friend at the time that said, Tina, why would you go and learn a completely different industry making a fraction of the salary, when you yourself have said that you would love to build others up and do this on your own. And so she was like, the pivotal moment when I was able to switch over and start building my company. And ironically, it builds you up. It's like the University of you, right? It's building you up to be your best and their steps to do that. And it's been, it's been so rewarding, and I would never turn back. I just, I just love it.



Suzie Price 21:50

It's so so and it's a great thing that you had a good coach, but he wasn't giving you what you needed. So it's like it's so that actually helped even point you in, I could do this better, I could do this, you know, not not making that person necessarily wrong. But when they do something in a way that you would do differently than in your friend speaking to you to do that. That's amazing.

Tina Asher 22:11

And ironically, I was recently hired as a business coach who had also been through layoffs and different things. And so she was instrumental in helping me build it. And she was the one that flat out said, you'd be great as a career coach, why don't you be an affiliate for me while we build it? And so it worked out. I have clients all over the country. So it's really fun.

Suzie Price 22:30

That's neat. Is there anything you know, early on in your career? Like, I'm just wondering if there's anything personal that has played a big part, I'll give you an example of why I'm asking this. So my, it's very personal, but I'll share it, because it's all about why there's a wake up eager, why it's wake up your workforce, is that my mother in particular never really used her potential, you know, and just used to barely scratch the surface. And then there's some, you know, mental issues and things like that. But she was young and younger, he had so much potential, she's more of an artist, and she never could find her way to that. So now, you know, and I always saw it, I always saw what she was and how great she was, and she never could see it. And so you didn't wake up eager, you know, like, well, we didn't see her in the morning, because I think she was depressed. So it's a little personal to share that. But at the end of the day, that also can make you someone who will not budge like I will not budge on the wakeup eager for myself. And I want other people to have that too, because I couldn't, you know, help the person that matters the most in your life, you know, find them. And so I don't I just curious if you know, there's, you know, you had your journey. If there's other things in your life that just really make you super passionate about this. Maybe it's family members, maybe it's other things you haven't shared? I'm just curious.

Tina Asher 23:55

Yeah, yeah. So as far as people that have really affected me and my journey, personally, of course, I can't say enough about my parents. My father was a hardworking man. He climbed the ladder, he had a good work ethic and integrity and moved his kids and took us out of our schools to restart multiple times. That could not have been a hard decision or an easy decision for him. But I saw his perseverance and what it did for us, and my mom, I couldn't do without because she was my reasoning, right, she would keep bringing me back to who I was created to be and realistic things when I would start getting way too big for my britches, she would pull me



back and say, Wait a minute, who is this girl that's starting to stomp out things and you know, take things for granted.

So she was that, but I think the biggest thing that had an effect in my world was a gentleman by the name of Mike Granna. He was a mentor when I was a young kid out of school, took a chance on me and saw in my behavior style that pushing papers was not for Tina. And move me into a more people focused role. And then shortly after that created a position for me to lead those people. I don't know what he was thinking, having this young girl manage and put, you know, job descriptions and product development procedure manuals together and do all of this stuff. And then not only that, when the company went to be restructured all those years back, he saw something in me again and didn't want me out of there. So he put me in a different position that didn't count his headcount. But I learned the whole back end of the office. So then, when he left the organization several years later, he also took me as his wing man to be his sales rep.

So I learned sales and managing sales and all of that. So he was just a huge, huge person in my life. And so if I can do any of that, I have people that are starting to do different things. And some of them are branching out on their own, and I'm helping as much as I can help open doors for them. I'm going to open doors for them.

Suzie Price 26:02

Yes, because they were open for you. And you can empathize with the Okay. It's pretty challenging to take on all these challenges, but it's doable, you know, and this idea of he showed you what a great mentor is like.

Tina Asher 26:13

Yep. And I think you know, some of those sound like really big jumps, and then it doesn't have to be like that, right? We can just take one small step, to make a one small difference, which will make one small ripple and you know, move us forward, right?

Suzie Price 26:28

Yeah, yeah. So some of the small steps are just every day, asking for something you want or making a small change in awareness about what interests you and spending more time on that or that kind of thing? What kinds of things come up in your coaching?

Tina Asher 26:42

I think depending on what level the person is at, you know, you have a lot of leaders in your listening audience. I think as a leader, the biggest key is staying curious. Curious is my favorite word. It's, you know, keeping that beginner's mind mentality? How many times can we ask open ended questions to fully understand, we don't have to agree with it. We just need to understand where they're coming from. And when we can stay curious and ask questions. We learn how to



manage better, we learn how to lead better, we learn how to explore better, there are some people who are so stuck in their ways. They're not open to other people's advice or, or ideas. And that's really a sad thing. You know, because they stay stuck. Yeah, I was. Yeah. So.

Suzie Price 27:31

Yeah, yeah, I would think, yeah, having a great career is about tuning into other people. So staying curious about why they think the way they do or what they want, you know, helps quite a bit. We both use the same tools in regard to the assessments. And then one of the tools is drivers and what you're most interested in and motivated by. And I always see when people learn what their motivators are. And if they're one of the people that didn't really know concretely what gave them energy or call it put gas in their tank. Do you have any stories of anybody you worked with? Who made a shift? Based on that insight of?

Tina Asher 28:04

I have to if we have time to share the Yes, absolutely. Well, what, and ironically, they're both male executives. So it's kind of funny, but one of them was in a very toxic environment, the senior leaders happened to be out of the country. And so it was a no bending kind of scenario. It was kind of a forced down situation, and in a big office building with no windows and everything. Well, when we did he was very bitter. In fact, I wrote an article about being bitter or better, we can choose to stay in the land of bitterness or we can become better, right? The rearview mirror is only so small, we look in the rearview mirror for a little bit. What do we do? We take the foot off the gas, so we want to keep our eyes forward. So he ran his assessment and he was harmonious with all things. I intentional, and he's always lived and loved and has a passion for rejuvenating the environment. So horticulture, so he did 180 Flip, went back and got the education that he needed. And he's now running a small business on his own and working in that industry to broaden his skills. And the best part, and this is gonna sound kind of like I'm patting myself on the back. And that's not the point. But he said, I am a better employee for the organization, and I am a better spouse and a better parent. And I only say that because that is what he had within himself that he didn't know. And it just took a little tweaking to figure that out. And he did a complete flip. So he's happy.

Suzie Price 29:35

Yeah, it was self awareness. You understand that? That's the beauty of the motivators, too. So describe a little bit about what high harmoniousness is so people understand because I totally get it we're a culture . Yeah, to save the planet. Right?

Tina Asher 29:48

Yeah, and I apologize like we speak our coach correctly and our assessment but he was very in tune with nature and being outside and getting his hands dirty. And, you know, it was all about the beautification. addition of his surroundings, and that just what filled him up. So anyway, it



was really fun to see him make that switch. Another gentleman I have or used to have, and he was high on his analytical and very domineering, very competitive, very, you know, get the task done all about TAs, not a lot of warm and fuzzy. Yeah, and so but a very effective, really good leader with a great skill set and very sought after. And what was funny was because he had worked in a few different environments, you know, the capacity of the people that he worked with weren't always up to par on where they should have been based on their title, and based where he came from, so he ran into butting heads a little bit because of his abrasive his Oh, and he was also very high objective, which means very functional, right all about part mentalizing. And taking the emotion out of it and getting down to business. So that combined was quite the Yeah, a lot of a lot of us. Yeah. Yeah. Yeah. Well, what you and I know is those types of leaders are the best leaders we can work for if we can get past their directness and their particular bonus, because they'll push us further than we'll ever want to be pushed. So he had a whole bunch of testimonials and all things about that, that, that shine, that he was a great manager. So I knew, you know, that was it. So it's just funny, because ironically, we had to keep softening the, you know, softening him up a little bit, softening him up, because he had one direct report that was, that was pretty, wanted to collaborate and be, you know, all in and they bumped heads quite a bit. And now, ironically, it's turned full circle, and they're very close friends and very good colleagues. So it's just funny how that works. Once you start working on some of the things that you're, you're aware of yourself and aware of others.

Suzie Price 31:54

So his greatest strengths in that particular relationship came a blind spot, because he wanted to dis operate, as usual. And that person wanted something different from him. Is that what it was?

Tina Asher 32:04

Yes. that, you know, the question I would pose to him, I said, you have so much experience and all of this great data and all of this information that works for you. And when you get into a disagreement with someone, what if you just assume the other person was right? What would that look like? And so he started doing that. And that caused him to ask different questions and show up differently. So he started to think, Okay, well, if they are right, there must be a reason for it. So it made him probe a little bit more, which therefore, showed that he cared, and it wasn't his way or the highway.

Suzie Price 32:40

Oh, great coaching. That was awesome. And the fact that he did it, too, sometimes you can land like a great suggestion, you know, but we suggest they decide, and he decided to try it. Right? It worked. It kind of interrupted his pattern, you know, so then he would start to say, Okay, wait a minute, if they're right.



Tina Asher 32:57

What I think to the previous gentleman with the bitter or better scenario, we can do that anywhere we're at, right, if we're in a situation, and we can keep griping and moaning and everything about what's not going right. Or we can figure out what is going right, what you are grateful for and thankful for. And how can we, you know, it's like, don't sweat the small stuff isn't really small stuff at the end of the day.

Suzie Price 33:20

Yeah, yeah. And the small stuff, too, if you pay attention to it when it's small, and say, Okay, I'm being bitter here. What can I look for, to appreciate and it's not something you just, if you're, if you've got a trend going, you have to work it, you have to rewire your habit, you know, so let's talk about the next favorite thing that you and I have in common is journaling. My big thing is I journal every day, and you can change your habit or where you turn your attention. If you make lists of appreciation of your life and of different people, you will see different things and you will experience different things. I've been journaling since college. And I remember a writing teacher suggested that I was a journalism major. So I remember and I was like, I think I have just found gold in journaling, journaling. Talk a little bit about why you journal and I bet you recommend it for clients.

Tina Asher 34:09

Absolutely. And it's hard sometimes for people to start it. And I just say start simple. What are you grateful for? Just list three things, right? Just something you're grateful for. And I've had to use the example of before my feet hit the floor, I wake up or I pray and I say thank you, God that my eyes open today. Thank you for another day. Thank you that, you know, we have a roof over our head and you know, just basic things. It's so easy to take for granted. You start viewing things differently, because someone's always got it worse than you, someone's always got it better than you. And if you do this comparison game, it's really going to spiral you. So journaling helps you isolate your thoughts and put them down on paper and that's where creativity sparks I mean, that's where you start thinking of things that you never would have thought of. And it's great. I can go. I have a journal Some years back, I can go back and I can pry the same tears I did at that same point when that happened. And I can laugh at the same things from when that happened because it puts me back in that it transforms me back into that place, and space and even for my journey and work, I think of gosh, I came up with some brilliant ideas, I need to implement those. Why did I let that just grow dust?

Suzie Price 35:22

Yeah, so do you journal every day.

Tina Asher 35:25



And I try to get out of the habit, sometimes what I do daily is pray and read Scripture. And that and that a lot of times turns into my journaling as well. But sometimes just in the evening, too, I actually created a journal, a revival journal that has listed three intentions in the morning that you want to set for the day. And then in the evening, you reflect on how the day went. And then there's a question that you can journal about that talks about, you know, how are you going to find abundance in today or something like that there's always a word or focus. And I actually enjoyed doing that myself. I created it. But I also enjoyed doing it myself. And it was like a 30 day journal. Like, I need to print this off and do this again. It was really fun.

Suzie Price 36:09

Yes. So do you make that available to other people?

Tina Asher 36:12

Yeah, I can send you the link for that if they want. Like, is it downloadable? Yep.

Suzie Price 36:17

Oh, yeah. That would be wonderful. Why don't you share that? Yeah. Yeah. And the beauty of journaling is it brings you back to yourself, which brings you back to spirit or whatever you believe whoever or however you believe, your connection with the bigger picture. And, and if you're someone like me, I will talk to you. And so sometimes when I was younger, I would talk and say more than needed to be said, because I was still sorting things out. So you think of everybody, if you think about the distance and I talked too big. And so it's better to do it on paper and get clear before you share. And then the same thing with the C and D style, they think before they speak, and sometimes they don't ever speak so if they can do some of their thinking. They might speak some more, you know, like help our blind spots. I see that love. Yes. Yeah, that's very cool. Very cool. I can't express it enough. And what you said about being grateful or less of appreciation, once you start going, if you pay attention to how you feel, I mean, it's the pathway to joy. That's what prayer is. And that's all it's quieting the busy net busy negative mind.

Tina Asher 37:24

Yes, yes. And that's so important. Now more than ever because we are bombarded with so much social media, the texting, the you know, all of the different things that are happening, the media, the politics, you know, all of those things that are just bombarding, we have to quiet our mind sometimes. And it's hard when you've got the young parent that's got kids going crazy. And you're just trying to make ends meet. That is difficult, but carving out as little as 15 minutes will make a world of difference. Yeah, yeah. And just start one day and don't beat yourself up. If you miss it the next day, just get back on track and do it again. Y

Suzie Price 38:02



Yeah, yeah. So 15 minutes, 15 minutes, I calculated that out. That's 1% a day. And that is like, I think it's 92 hours in a year.

Tina Asher 38:12

Wow. That's a lot. That's a lot

Suzie Price 38:16

Calculated at one time, because I was like, 15 minutes is not very long. Everybody can find 15 minutes. Right? Yeah. And do you find it helps you be a better coach and a better family member? And, you know, it's a little layer and all of that? Yes, absolutely.

Tina Asher 38:30

Because I think when you hire a coach, right? When I manage teams in the corporate world, I meet with each of my people individually, their power of one on one meetings, I cannot express enough. I know you've had multiple guests on your show that reiterate that. But busy leaders who don't take the time to do these one on one meetings are missing out wholeheartedly. And so I always tell people, you hire a coach so that we can help you reframe so do the dumping with me. So that when you go home, you're not complaining about your job, you're not upset, right? You're the best parent you can be, you're the best spouse you can be. And you can enjoy life, let me help you with the icky stuff. And so journaling can do that too. Right? You don't have to hire a coach. If you're good at journaling and expressing that, then get it out on paper so that you've dumped it, and then it's out.

Suzie Price 39:21

Yeah, do both. Yes. I love that point. You know how to have so it's like right back to what we started with. You deserve a great career. Well, maybe your current career is exactly what you need, but there's some cleanup that needs to happen and some support that needs to happen. And, you know, maybe it's not you're going to become a horticulturist and make a huge shift. You know, maybe it's just finding peace where you are and you can help do that. You can do all of it. So right.

Tina Asher 39:46

And the biggest stumbling block I think for people is when they're working on trying you know a lot of them haven't interviewed in a long time. They haven't put together a resume. They don't know how to toot their own horn. You know, there's a way to strategically do that without sounding egotistical and prideful, there's a way to, to really express yourself in all the great things that you bring to the table, but helping walk through that and being silly and role playing, you know, and doing that in an ugly setting so that you can refine it later on is so beneficial. And that can even be with communication for management to teams. Right? You know, having that thought out short, little synopsis, you know, what's going well, what do you do? Well, you know,



why did you do it? How did you do it? What was the result? Because of it, you know, kind of things? So

Suzie Price 40:34

Oh, yes, yeah. So yea practice that I mean, you think about you practice a presentation you practice, you know, you prepare before a podcast interview, why would you practice, you know, interviewing and all of that they take that stuckness away, if you are thinking, Well, what if I do delve into this? And what if I do have to go get an interview and I have an interview in 20 years and the gap shuts down? Okay, I'm not gonna make any changes. I'll just stay here and be miserable and count every day, you know? So yes, that's so great. That's so great. Well, so I love everything that you've shared. I love that you're holding the vision for people about having a great career. Let's do a little bit more about your career. We've heard a little bit about it and about you. I always like to ask people because we wake up eager here. It means everything to me in the world. But I wake up eager every day. And what I do mind, body and spirit kind of changes. But so I'd like to ask people what they're doing on a daily basis to kind of feel good on a regular basis and wake up eager. What's some of your mind-body spirit activities or actions lately?

Tina Asher 41:33

Yeah, so I'm in a habit of the first thing in the morning, I I spend time in prayer and gratitude rites and reading scripture, that's that sets me and focuses me and gives me my foundation, then I as far as physical, I do have gotten back into working out I'm not doing as often as I'd like, but there's this infrared Hot Worx program that is so great.

Suzie Price 41:55

What is it called hot, Hot Worx? So yes, I have seen it all around Atlanta. What do you love about it?

Tina Asher 42:01

I love it. Because you can do anything from a 15 minute short, intensive thing. Or you can do your 40-45 minute longer ones. And they even told me they have like an ex police officer that goes in and just reads a book in the infrared sauna because you're burning calories and toxins because of the infrared. And then you do an after burn so that you're still burning calories after it's really fascinating. So I really like it.

Suzie Price 42:25

Cool. That's cool. Quick question for you. Yes, let's say somebody's listening if they have faith and they want to read Scripture again, what do you have a certain pattern that you follow? Or you just let the Bible open? Or? Wow, you do?



Tina Asher 42:39

That's a loaded question. And I'm very passionate about it. So I could go on forever. But what I would just say is, I did it all the wrong ways. Probably at first, you know, you don't start a Genesis and you don't, you know, that will just be mind blowing. Because there's a lot in there. Yeah, so it's just a meeting. You know, I think if someone's really interested in there's so many different things out there like Jesus Calling is a great book with little one pagers where you can just, it reflects on how you can use it during the day. So it's applicable. The Bible is fantastic, because individually, they're each different books in a big book, and they can apply to life I did a, I have a draft of a leadership series on how that applies in a faith based situation based on one of the books in the Bible and, and then James is a good book to start with. So that would be a good one for early people that are looking at it anyway. So that's that I could go on. So if any listeners want to talk more about that.

Suzie Price 43:29

I've reached out to you about Yeah, why are you passionate about it? And I know we acknowledge all paths of faith on this podcast and in my life and appreciate everybody's journey, whether it's traditional or non-traditional, or whatever. So it just thought that listeners would be interested in that. It's like okay, read the Bible. Well, what will I look at if I haven't done it in a while? You know, sounds great, right? Yeah. All right.

Tina Asher 43:49

Yeah, and so yeah, so there's so many resources and I'm I'd have I'm happy to share with you some of those names and things if you want to pass those along.

Suzie Price 43:57

In the show notes Yeah. Mind Body so Hot Worx.

Tina Asher 44:01

And then spirit as far as you know, I look at spirit as the other but I would just say family most of my family is out of state so I consistently try to make sure that I'm either talking or texting or doing something weekly with those folks and then traveling a lot to see them and then locally here I have groups of women I have my Tuesday tribe ladies that we do a lot with and then they helped me stay centered and focused so that's that's important community.

Suzie Price 44:26

Yeah. So with your Tuesday tribe, that's the people that do the work you do or no I my life, I live around you. I have



Tina Asher 44:34

I have those two. So my Tuesday tribe or my Bible study women, right, so I met them at church. So they're my Christian based friends that I can be real with. Right? All real. Yeah. And then I have a mastermind coach group that I'm with that we meet weekly. And then I have some local groups that are part of networking that are empowering business, women and that type of thing. So there's a lot of different farms that I'm involved in.

Suzie Price 44:59

Yeah, so That's the spirit angle, we always talk about it in reference to the community. So if you do not have a community, and you're feeling stuck, they kind of go together. I think, yeah, we all need people around us. And we don't always have our family around us, like you mentioned. And so make those steps. I know at some point in my career, I didn't and now I have more community than I couldn't keep up with. And my life is so full, you know, it's just it's, it's, it's a key element to health and well being and, you know, feeling like you belong within that others.

Tina Asher 45:28

Yeah. And that's so important, Suzie, what you said, because your sphere of influence impacts your day to day. Yeah. Interaction, your feelings, all of that. And one of the questions I do ask is, who are your five closest people to you? Because if they're all negative, they're not going to be ones to support you in wanting to make a change, and they're going to help keep them stuck.

Suzie Price 45:28

Yeah, absolutely. That's great. Yeah, it sounds like you've got a good lot of good groups. So now the question, what advice would you give your younger self? So you're in your 20s? What would you say to younger Tina,

Tina Asher 46:00

I would say embrace change, and slow down and enjoy the journey. And success does not look like what you think it does.

Suzie Price 46:10

Ah, yeah, that's good advice. Yeah. Yes. Awesome. Love it. Okay, so last two questions. If you could put a billboard up anywhere in the world, where would you put it? So might it be a location thing? Or you might have it everywhere? And what would you say? What would you want the world to see on a regular basis?

Tina Asher 46:29

What I was because of my faith, it's going to be faith based. So if you've ever seen the word joy, they spell out Jesus to others so I would say trust Jesus, serve others and love yourself.



Suzie Price 46:40

Ah, nice. I love it. Love it. Okay, so one last bit of wisdom or insight share more than one thing about having a great career and building a great career and of course, waking up eager. What would you say we want to remind people of?

Tina Asher 46:56

I would just remind people that it's not too late to make drastic changes. And they don't have to seem overwhelming, take one step at a time, make the pivot, listen to your heart, listen to your nudge, and then listen to what makes you happy and start focusing on those things. And then take the next step that you need to get the support, you need to make things a little bit lighter. And the world's not that bad. There's a lot of good people out there. And there's a lot of good jobs out there. And there's a lot of good careers out there that really do. Even though gallups percentage is so low. There's also other stats that show organizations are excelling in their employee engagement. So there's good jobs out there. Take the risk.

Suzie Price 47:41

Yeah, yeah. And you know, to that point, we never did touch on that point about the Gallup. I'm so used to hearing those numbers. I didn't even expand on it. Because it's been those numbers for a really long time. So yes, so you can have a great career. Tina knows you can, and she's gonna help me see the way. Absolutely, yeah. So fun to see you today. Thank you for your passion around what you're doing. We'll share a link to your book teetering, and any of the resources that we talked about today, we'll have those in the show notes. And just thanks for being you. And thanks for helping others wake up eager.

Tina Asher 48:14

Thank you so much, Suzie, I appreciate you.

Suzie Price 48:16

Here are some of my favorite thoughts from the episode. Just kind of recap them here for you is I enjoyed some of the examples that she shared, because you could we tied in the assessment conversation a little bit about what people understood, you know, what their drivers were, how they like to communicate what the strengths are, what the blind spots are, they were able to make changes with more clarity, you know, to move towards this great career. And Tina was really instrumental in helping with that.

And of course, I loved as I mentioned, at the start the journaling aspect that we discussed, because I have journals everywhere. I don't keep most of them all the time, but I have



something to ride on to kind of collect my thoughts because I think clearly I sometimes need to get my thoughts down. And I just think it's so invaluable. I've been doing it since college, but she had some good verbiage around that Tina did about journaling that helps you isolate your thoughts and put them down on paper. And that's where creativity sparks where you start thinking of things you never would have thought of and it's great. And she is right. It is great. We've got to gotta find ways. You know, sometimes when we tell people what we're thinking, what we're thinking gets muddied because they add their bias in but if we can just put it down on paper, a you'll see how smart you are, and how wise you are, what great insight you have, and you'll be surprised at what comes out. It's like the inner part of us expresses itself privately in journal and journaling and we are not biased by others opinions or what they think or you know, not that what they think doesn't matter. But we need to be clear about our own thoughts at times. And there's nothing more important about our career journey than to understand who we are and what we want, why we want it and that can get muddied by what other people want. us to want. So I also enjoyed what she talked about.

What's very important to her is her faith and how she uses that in her time of reflection. She mentioned her revival journal, and we do have a link to that in the show notes. So I want you to check that out. pricelessprofessional.com/greatcareer all one word lowercase. And in her revival journal she gives you it's online, and it's complimentary. six simple steps to clear your mind. She reminds you or has guided you in the journal to think about your intentions for the day, which I'm a big fan of. I do that every day in my own way with my list of six, you know, which is what's going to happen today. I'm always mean, nowadays, I'm 100% on this, I always know what I'm going to do the next day. And it's amazing how it gets done when I've set my intentions before the day started from the night before the day before.

So she talks about acknowledging what's going well and what you want to accomplish. I'm a big fan of that in regard to listing appreciation and what's working. I do that every day in the evening. Sometimes during the day if I get stuck, I'll make a list of appreciation. I mean, it always lines me up. You know, when we focus on what is right we can kind of find the joy we can find clarity, and then answers come every time it's like magic, but it's not. And then in the journal she gives you themes to reflect on and to help you unleash that like her verbiage here to help you unleash the possibilities in front of you. And then she has the same kind of guy that I was just talking about at the end of the day reflecting on your progress. So you'd like to go to a deeper level and reflect on using some of these tools, think about talking to Tina and then she also is very passionate about her process for developing her faith. And so she shared that in the show notes you can check all that out again. I'll give you the link to the show notes at pricelessprofessional.com/greatcareer. This is our podcast directory at Wakeupeagerworkforce.com . Go there and you'll see our top most recent eight episodes and then a link to all of our episodes.



We'd love for you to give us a review if you got something out of this episode. Please share it take some time in let us know how we're doing, let other people find us that might be looking for some inspiration, who are eager to help create their own wake up eager workforce team and be a wake up eager leader wake up eager person. So Git leaves us a review at pricelessprofessional.com/review if you go there and kind of gives you the links and how to do it because sometimes if we're not used to doing that, leaving reviews might not know exactly how to do that. So again a little video walks you through the steps.

If I can help you in any way. We want to shoot me an email or contact me you can get there's a little contact form at pricelessprofessional.com/suzie s u z i e and of course my email is suzie@pricelessprofessional.com suzie@pricelessprofessional.com You can reach out and our phone number and all that good stuff is on the website. Take care, great that wake up eager, great career. You deserve it and so does everybody that is around you and with you and I hope this has been helpful to you today take care have a wake up eager day

Outro 53:21

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